

ABSTRACT

Perception of a personalization item is enabled in a chat communications session by rendering, on a second chat participant system, a chat application user interface for a chat communications session involving at least a second chat participant and a first chat participant. An identifier that enables identification of a personalization item of an individual chat user is obtained, and the identifier is associated with the personalization item. The personalization item is obtained independently of the message used to obtain the identifier, and the personalization item is rendered at the second chat participant system.

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